

bohemian-guitars

BOHEMIAN GUITARS

Real. Far. Out.

Forbes



TechCrunch



VIA VOICES

uncreate

GuitarPlayer

WALL STREET JOURNAL

INSPIRATION

South African Street Musicians



WHERE WE HAVE BEEN

History Of The Electric Guitar



194

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2008

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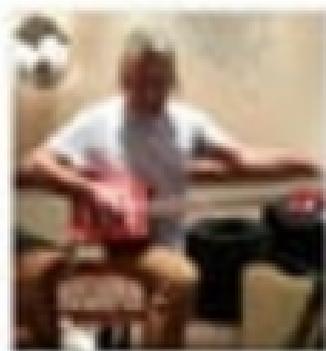
DAVID COOK



G. LOVE



KONGOS



LED ZEPPELIN



\$300K
Run Rate



\$350K
Back Orders



70%
Margins

URBAN OUTFITTERS



Established
Manufacturing & Distribution

TOTAL ADDRESSABLE MARKET



“Man, I promised my wife I wouldn't bring home another guitar but....”

BUILD-A-BOHO

How it works



COST PER ACQUISITION

Our guitars sell themselves



For every \$45 in ad spend we make \$185 in profit

THE BRO-HEMIANS

Shaun Lee
Mad Genius

Adam Lee
CEO

THANK YOU

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\$350K

Back Orders

**URBAN
OUTFITTERS**



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BOHEMIAN

— GUITARS —



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USA
TODAY

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Customization



1

Pick Your Product



Guitar



Strap



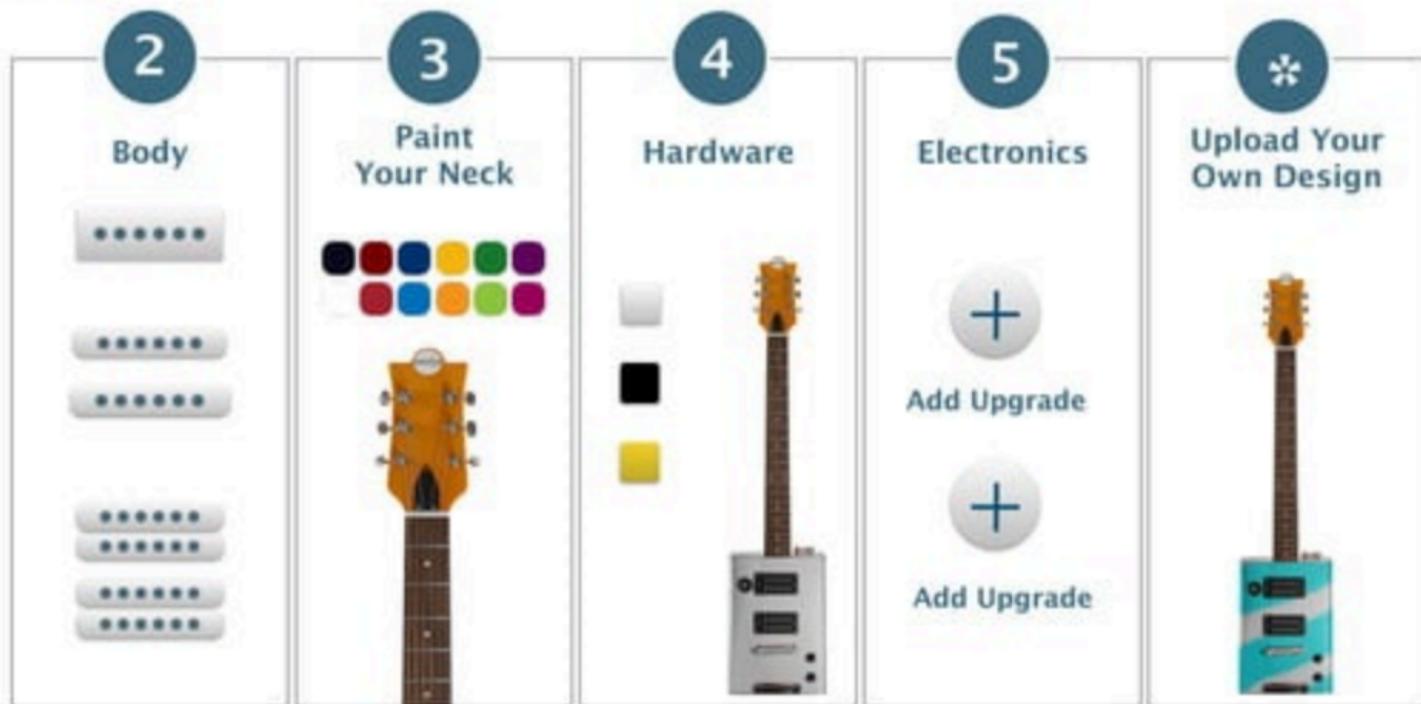
Amp



Case

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